

DIGITAL COMMUNICATION ARTS UNDERGRADUATE MAJOR (BA, BFA, BS, HBA, HBFA, HBS)

Also available via Ecampus (BA/BS only).

Students have the opportunity to focus their studies on a particular part of the discipline of New Media Communications.

BA/BS/HBA/HBS

The BA/BS/HBA/HBS of Digital Communication Arts studies the intersection of media and social life. Throughout history, new media have produced profound changes in human interaction. Family life, politics, commerce, religion, and the distribution of privileges have all been subject to fundamental revision in the wake of new technologies for communication. This provides students with a theoretical and practical understanding of the nature of these changes and prepares them to anticipate and manage inevitable future changes as the media landscape continues to evolve. This is particularly appropriate for students who seek careers in media research and criticism, graduate studies in media, work in media policy, and gain skills needed to manage media communications enterprises.

BFA

The BFA in Digital Communication Arts focuses on media production. The BFA is designed to provide a foundation in media aesthetics, story conceptualization and preproduction planning for linear and nonlinear/interactive projects, video production, sound design and 3D modeling and animation. Students are encouraged to explore their own creativity within a carefully constructed curriculum that serves as a basis for independent work and portfolio development. Faculty members include artists, videographers, editors and composers from professional production environments. A BFA can be earned by completing the Core Requirements, Foundation Course Work and the Production Specialty Requirements.

Major Code: 473

- Appraise the relative merits of media technologies on multiple grounds, including: their potential for individual creative expression; their potential to connect individuals to one another; their potential as investments their efficiency in pursuit of grounds 1-4; and their potential to promote community; their potential for collective human creative expression.
- Choose media appropriate to a given task.
- Evaluate & recommend public policy regarding media.
- Manage change in the media environment.
- Criticize media content using historic and emerging standards.
- Communicate effectively in a variety of media, such as digital animation, website design, video production, and writing.

The Digital Communication Arts major requires a 2.0 GPA for admittance and a 2.3 GPA for graduation. Students must receive a C– or better in all degree course work. Classes for the major must be A–F grading and not S/U. Transfer students may apply a maximum of 12 credits of lower-division NMC credits toward a degree in Digital Communication Arts.

The Production Foundations Experience is a non-credit requirement that should be completed within the first two terms of declaring the major.

BA/BS/HBA/HBS in Digital Communication Arts

A BA/BS/HBA/HBS of Digital Communication Arts can be earned by completing the core requirements as well as the intermediate and advanced levels of study.

All students receiving a BA degree shall have proficiency in a second language, including American Sign Language (ASL), equivalent to that attained at the end of the second year sequence with a grade of C– or better as certified by the School of Language, Culture, and Society.

The BS degree is conferred for focused curricula that emphasize scientific ways of knowing and quantitative approaches to understanding in the sciences and the social sciences and for curricula in professional fields. Students satisfying BS degree requirements shall have completed additional math, science and computer science courses beyond the University Baccalaureate Core.

Both the BA and BS degrees require completion of the College of Liberal Arts Core.

The BA/BS major is 45-56 credits. A minimum of 180 credits are required to earn the degree.

Code	Title	Credits
Core Requirements		
<i>Media Production Orientation</i>		
NMC 100	*NEW MEDIA AND CULTURE	3
NMC 101	*INTRODUCTION TO NEW MEDIA COMMUNICATIONS	3
NMC 260	NEW MEDIA FUTURES	3
NMC 301	*WRITING FOR THE MEDIA PROFESSIONAL	3
Intermediate Level		
Select six NMC courses at the 200 or 300 level (can include up to three of the following non-NMC courses):		18-24
COMM 324	COMMUNICATION IN ORGANIZATIONS	
COMM 368	PROPAGANDA AND SOCIAL CONTROL	
COMM 372	VISUAL RHETORIC	
COMM 385	COMMUNICATION AND CULTURE IN CYBERSPACE	
Advanced Level		
Select five courses at the 400 level (can include one of the following non-NMC courses): ¹		15-20
COMM 440	THEORIES OF CONFLICT AND CONFLICT MANAGEMENT	
COMM 476	ISSUES IN THE FREEDOM OF SPEECH	
COMM 484	MEDIA CRITICISM	
Total Credits		45-56

BFA/HBFA in Digital Communication Arts (Production)

The BFA Major requires 91-98 credits. A minimum of 180 credits are required to earn the degree.

The BFA degree does not require the College of Liberal Arts Core or the college's BA/BS requirements. The requirements within the major exceed those of the CLA Core, making it redundant.

Code	Title	Credits
Core Requirements		
ART 121	DIGITAL CORE STUDIO	4
NMC 100	*NEW MEDIA AND CULTURE	3

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NMC 101	*INTRODUCTION TO NEW MEDIA COMMUNICATIONS	3
NMC 260	NEW MEDIA FUTURES	3
NMC 301	*WRITING FOR THE MEDIA PROFESSIONAL	3
Foundation Coursework		
ART 101	*INTRODUCTION TO THE VISUAL ARTS	3
ART 115	2-D CORE STUDIO	4
ART 131	DRAWING CORE STUDIO	4
ART 263	DIGITAL PHOTOGRAPHY	4
NMC 322	LANDMARKS IN MEDIA CONTENT	3
NMC 351	NEW MEDIA VISUALIZATION	4
TA 242	VISUAL PRINCIPLES OF THEATRE	3
TA 346	SCENE AND STAGE DESIGN	3
WR 407	SEMINAR	4
Select one course from the following:		3-4
ART 206	*INTRODUCTION TO WESTERN ART: NEOCLASSICISM TO CONTEMPORARY	
FILM 125	*INTRODUCTION TO FILM STUDIES: 1945-PRESENT	
FILM 245	*THE NEW AMERICAN CINEMA	
FILM 265	*FILMS FOR THE FUTURE	
NMC Electives		
Select two courses from the following:		6
NMC 240	SURVEY OF SOCIAL MEDIA	
NMC 320	HISTORY OF TELECOMMUNICATIONS	
NMC 321	HISTORY OF BROADCASTING	
NMC 330	THE MEANING OF VIDEO GAMES	
NMC 340	SOCIAL MEDIA STRATEGY	
NMC 388/COMM 388	SOCIAL MEDIA AND INTERPERSONAL RELATIONSHIPS	
NMC 399	SPECIAL TOPICS	
NMC 421	DIFFUSION OF INNOVATIONS	
NMC 427	*DIGITAL PORNOGRAPHY	
NMC 430	MEDIA THEORY	
NMC 435	MEDIA EFFECTS	
NMC 437	NEW MEDIA AND SOCIETY	
NMC 490	MEDIA ETHICS	
NMC 499	SPECIAL TOPICS	
Production Coursework		
Select ten courses from the following:		31-37
MUS 493	BASIC RECORDING TECHNIQUES	
MUS 494	INTERMEDIATE RECORDING TECHNIQUES	
MUS 495	ADVANCED RECORDING TECHNIQUES	
MUS 496	SURROUND SOUND RECORDING AND MASTERING	
NMC 255	APPLIED SOUND DESIGN	
NMC 349/ART 349	VIDEO ART	
NMC 355	SOUND DESIGN FOR VISUAL MEDIA	
NMC 380	PRE-PRODUCTION	
NMC 383	FIELD PRODUCTION	
NMC 409	PRACTICUM ²	
or NMC 410	INTERNSHIP	
NMC 481	COMPOSITING AND DIGITAL EFFECTS	
NMC 482	DOCUMENTARY	
NMC 483	NEW MEDIA 3-D	
NMC 484	NEW MEDIA ANIMATION	
NMC 498	ADVANCED COLLABORATIVE EXPERIENCE	
Total Credits		88-95

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NMC 409 and NMC 410 must equal a total of three credits to count as one class at this level. Can combine NMC 409 and NMC 410 credits to equal three. A maximum of three credits of NMC 409/NMC 410 can count in the major

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Taken as three 1-credit courses or two 1-credit and one 2-credit courses or one 3-credit course. Must equal a minimum total of 3 credits to count as one course in this level. Can combine NMC 409 and NMC 410 credits to equal three

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Baccalaureate Core Course (BCC)

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Writing Intensive Course (WIC)